

1 of 6

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- REMARKS ---

Station KTNV-TV LAS VEGAS, NV
Advertiser () .CROSSROADS GPS
Product Crossroads GPS
Estimate# 732
Buyer Emily Milhoan
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/732
Flight Dates 07/30/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*10	SU	8A-9A	ACTN NWS SU@8A	:30	\$450.00	08/05-08/05	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V5 More than 2 codes changed								
	*16	M	730P-8P	MILLIONAIRE	:30	\$400.00	08/06-08/06	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V5 More than 2 codes changed								
	*17	SU	7A-8A	GD MRN-SUN-ABC	:30	\$600.00	08/05-08/05	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V5 More than 2 codes changed								
	*18	SA	8A-9A	ACTN NWS SA@8A	:30	\$450.00	08/04-08/04	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V5 More than 2 codes changed								
	*19	SU	6P-630P	ACTION NWS@6PM	:30	\$500.00	08/05-08/05	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V5 More than 2 codes changed								
	*25	M	7A-9A	GD MRN AMR-ABC	:30	\$450.00	08/06-08/06	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V5 More than 2 codes changed								
	*31	M	5P-530P	ACTION NWS@5PM	:30	\$500.00	08/06-08/06	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V5 More than 2 codes changed								

3 of 6

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*37	M	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/06-08/06	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V5 More than 2 codes changed								
	*43	M	7P-730P	ACCESS HOLLYWD	:30	\$400.00	08/06-08/06	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V5 More than 2 codes changed								
	*49	M	6A-7A	ACTION NWS@6AM	:30	\$450.00	08/06-08/06	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V5 More than 2 codes changed								
	*55	M	12P-1P	CHEW-ABC	:30	\$350.00	08/06-08/06	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V5 More than 2 codes changed								
	*61	M	10A-11A	VIEW-ABC	:30	\$600.00	08/06-08/06	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V5 More than 2 codes changed								
	*67	M	6P-7P	ACTION NWS@6PM/ACTION NWS@630	:30	\$750.00	08/06-08/06	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V5 More than 2 codes changed								
	*73	M	4P-5P	JUDGE JUDY	:30	\$400.00	08/06-08/06	0	0	0	\$0.00	
				Buyline Comment: REVISE PROGRAM								
				CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V5 More than 2 codes changed								

Station KTNV-TV LAS VEGAS, NV Agency () CROSSROADS MEDIA Rep Firm
Advertiser ().CROSSROADS GPS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 732 Agency C/P1/P2/E 12/11/732
Buyer Emily Milhoan Flight Dates 07/30/2012 - 08/06/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*74	SA	11P-1135P	ACTION NWS@11P<	:30	\$1,000.00	08/04-08/04	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST DUE ILLEGAL SPOT								
				V5 More than 2 codes changed								
	*75	F	5A-6A	ACTION NWS@5AM	:30	\$225.00	08/03-08/03	1	1	1	\$225.00	
				Buyline Comment: MKGD FROM LN 6								
				Sales Remark: V5 MKGD FROM LN 6								
				V5 Added								
	*76	F	730P-8P	MILLIONAIRE	:30	\$400.00	08/03-08/03	1	1	1	\$400.00	
				Buyline Comment: MKGD FROM LN 16								
				Sales Remark: V5 MKGD FROM LN 16								
				V5 Added								
	*77	F	7A-9A	GD MRN AMR-ABC	:30	\$450.00	08/03-08/03	1	1	1	\$450.00	
				Buyline Comment: MKGD FROM LN 25								
				Sales Remark: V5 MKGD FROM LN 25								
				V5 Added								
	*78	F	5P-530P	ACTION NWS@5PM	:30	\$500.00	08/03-08/03	1	1	1	\$500.00	
				Buyline Comment: MKGD FROM LN 31								
				Sales Remark: V5 MKGD FROM LN 31								
				V5 Added								
	*79	F	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/03-08/03	1	1	1	\$450.00	
				Buyline Comment: MKGD FROM LN 37								
				Sales Remark: V5 MKGD FROM LN 37								
				V5 Added								
	*80	F	7P-730P	ACCESS HOLLYWD	:30	\$400.00	08/03-08/03	1	1	1	\$400.00	
				Buyline Comment: MKGD FROM LN 43								
				Sales Remark: V5 MKGD FROM LN 43								
				V5 Added								

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66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
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Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*81	F	6A-7A	ACTION NWS@6AM	:30	\$450.00	08/03-08/03	1	1	1	\$450.00	
				Buyline Comment: MKGD FROM LN 49								
				Sales Remark: V5 MKGD FROM LN 49								
				V5 Added								
	*82	F	12P-1P	CHEW-ABC	:30	\$350.00	08/03-08/03	1	1	1	\$350.00	
				Buyline Comment: MKGD FROM LN 55								
				Sales Remark: V5 MKGD FROM LN 55								
				V5 Added								
	*83	F	10A-11A	VIEW-ABC	:30	\$600.00	08/03-08/03	1	1	1	\$600.00	
				Buyline Comment: MKGD FROM LN 61								
				Sales Remark: V5 MKGD FROM LN 61								
				V5 Added								
	*84	F	6P-7P	ACTION NWS@6PM/ACTION NWS@630	:30	\$750.00	08/03-08/03	1	1	1	\$750.00	
				Buyline Comment: MKGD FROM LN 67								
				Sales Remark: V5 MKGD FROM LN 67								
				V5 Added								
	*85	F	4P-5P	JUDGE JUDY	:30	\$400.00	08/03-08/03	1	1	1	\$400.00	
				Buyline Comment: MKGD FROM LN 73								
				Sales Remark: V5 MKGD FROM LN 73								
				V5 Added								
	*86	F	9P-10P	PRIMETIME LIVE	:30	\$2,000.00	08/03-08/03	1	1	1	\$2,000.00	
				Buyline Comment: MKGD FROM LNS 7-10,17-19 AND 74								
				Sales Remark: V5 MKGD FROM LNS 7-10,17-19 AND 74								
				V5 Added								
	*87	F	10P-11P	20/20	:30	\$2,500.00	08/03-08/03	1	1	1	\$2,500.00	
				Buyline Comment: MKGD FROM LNS 7-10,17-19 AND 74								
				Sales Remark: V5 MKGD FROM LNS 7-10,17-19 AND 74								
				V5 Added								

Station	KTNV-TV LAS VEGAS, NV	Agency	() CROSSROADS MEDIA	Rep Firm								
Advertiser	() .CROSSROADS GPS		66 CANAL CENTER PLAZA, SUITE 555	Sales Office	() PHILADELPHIA							
Product	Crossroads GPS		ALEXANDRIA, VA 22314	Salesperson	() ANJIE BRADY							
Estimate#	732	Agency C/P1/P2/E	12/11/732									
Buyer	Emily Milhoan	Flight Dates	07/30/2012 - 08/06/2012	Salesperson Phone#	215-567-6005							
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938							
Fax#												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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---REPORT TOTALS---

Report Totals: 13 / \$9,475.00

---SALES MONTHLY TOTALS---

Aug 12: 68 / \$34,350.00
Sales Totals: 68 / \$34,350.00
Station Totals: 68 / \$34,350.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$202,059	KBLR	0%	KLAS	20%	KSNV	42%	KTNV	17%	KTUD	1%
		KVCW	0%	KVMY	2%	KVVU	18%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE